



**VEIC Review of  
2018-2020 NH Statewide Energy Efficiency Plan  
Draft dated May 31, 2017**

**Customer Engagement Platform  
Abby White, VEIC  
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# Overview of Digital Customer Experience

- Eversource's Customer Engagement Platform
  - ❑ Goal is to increase participation in efficiency programs
  - ❑ No direct savings
  - ❑ Residential and Commercial
  - ❑ Personalized recommendations, and linked to past projects
  - ❑ Outreach via contact and call centers, email, social media
  - ❑ Future goals: drive customer segmentation and future targeted marketing
  - ❑ 2018 Budget: \$593,000 (~18% growth from 2017)
  
- Other utilities: Liberty, NHEC, Unitil
  - ❑ Online bill pay
  - ❑ Manage my account
  - ❑ Other?

*See pages 82-83*

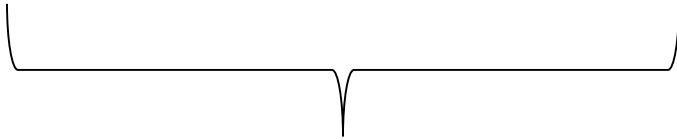
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# Best Practices:

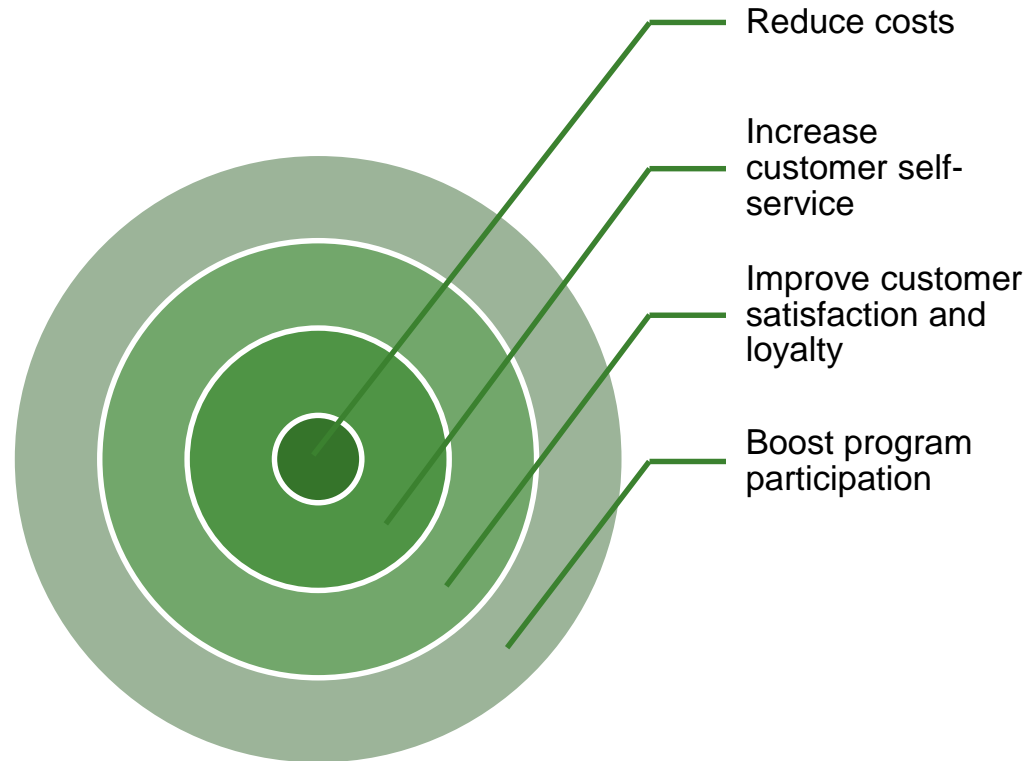
## Goals of Digital Customer Experience

First, ask yourself:

1. What is your ultimate goal?
2. Why do users come to your site?



User goals  
KPIs



# VEIC's View of Key Aspects that are On Track

1. Eversource's use of CEP to drive participation and use for more effective targeted marketing
2. Not tied to savings (yet)
3. SMB audience (hard to reach)
4. Promotion and outreach
  - Call center staff (training)
  - Social media
  - Email



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# VEIC's View - First, understand:

- How is the tool performing?
    - ❑ Number of users and growth
    - ❑ Level of engagement (time on site, completion rates)
    - ❑ Program lift
    - ❑ Secondary benefits (e.g., online bill pay, traffic throughout site)
    - ❑ Traffic sources (e.g., social media posts, home page)
  - How is on-line bill pay (for all utilities) performing?
  - Why do users come to your site now? And what do you want them to do once they get there?
  - Are you able to connect web analytics to your CRM?
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# VEIC's Recommendations

- Know what you want your users to do and give them a reason to do it. Depending on company goals, link to:
    - ❑ On-line bill pay
    - ❑ Green button
    - ❑ Rebate downloads
    - ❑ Other?
  
  - Improve UX to meet goals across the site and other properties (i.e., NHSaves.com)
  
  - Align with other customer experience approaches to avoid clutter and confusion
    - ❑ Home Energy Reports
    - ❑ Direct marketing campaigns
    - ❑ Call center
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# For More Information

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